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ABSTRACT

This collection of reports provides the objectives, background information, project descriptions, and evaluations for 16 public library programs funded through the Library Services and Construction Act in Massachusetts during FY 1976. The projects reflect the efforts being made by librarians to provide services to segments of their population who had never been served, or who had been inadequately served, and include direct information service; outreach services for special children; books on wheels--library service to shut-ins; HELP--helping the elderly to library participation; initiation of a collection of library-produced career guidance videotapes; consolidation program--children's facilities and programs phase; Dr. Hatfield project for learning disabled children and their parents; how-to-do-it information on videotapes; library loanable materials for physically and visually handicapped adults; Flint minibookmobile; expansion of media service to all user groups, particularly the elderly; a video artist in residence; a business of your own--materials for the small business person and the working public; bookmobile service to the underserved; artist in residence; and a library service center for the hearing impaired. (CWM)

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LSCA

Library Services and Construction Act, Title I

Special Project Reports
Fiscal Year 1976

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Preface

As part of its program to disseminate information concerning projects which it has funded with Library Services and Construction Act funds, the Massachusetts Board of Library Commissioners presents this edition of the LSCA Title I projects funded with Fiscal Year 1976 monies.

A representative group of libraries ranging from one serving less than 2,000 population, to a couple serving over 100,000 population, were recipients of grants in Fiscal Year 1976. Their projects reflect the efforts being made by librarians to provide services to segments of their population who have never been served, or who have been inadequately served. The presence of federal funds has enabled these librarians to undertake more comprehensive projects or to speed up the process of introducing new services.

Librarians wanting to know more about specific projects are invited to get in touch with the staff at the library where the project took place.

Mary M. Burgarella
L.S.C.A. Project Director

LSCA

The Direct Information Service

THE JONES LIBRARY, INC.
43 Amity Street
Amherst, MA 01002
Telephone: (413) 256-0246

Contact Person: Anne M. Turner
Amount of Grant: $15,388
(Project has received two previous grants; $28,024 and $16,870)

OBJECTIVES

1. To provide an information and referral link between Hampshire and Franklin County people with problems, and the array of human service agencies organized to help them.
2. To facilitate service improving or resource-sharing communications between providers and organizers of human services in the two counties.
3. To improve information services available through the following activities: analysis of data, publication of a directory of human services, and strengthening the capacity of local libraries to serve as information centers for their communities.

PROJECT DESCRIPTION

In Hampshire and Franklin Counties, a mixed rural and urban area, there are approximately 1,200 agencies, departments, and community organizations which could potentially meet the human service needs of a population of approximately 180,000. Over and above any consideration of the adequacy of the service they provide, their diversity had created a frustrating and confusing system for the user. DIS was created to help fill the gap between available services and the people who needed them.

The project started in February 1975, with a coordinator assisted by the Adult Services and Reference librarian. During the first five months, staff began creating a two-county inventory of human services, setting standards for service, designing inquiry records, formulating a publicity and advertising campaign, and starting work on designing a computer system for the project. Eventually, special computer programs designed for human services information storage and retrieval, and usable by other I & R services, were created. A batch processing method was chosen because it was available at the facilities of the University of Massachusetts Computing Center. The programs, however, are easily adaptable to on-line access should the need arise. They produce inventory print-outs, nine indexes, mailing labels, and analytical statistics. The statistical programs are highly flexible, and could provide data analysis beyond the level currently required by the project. The inventory has been subject indexed by keywork descriptors developed by the project. Inquiry data has been organized according to the United Way Services Identification System (UWASIS) of human service categories. Included are the services and organizations addressing the following needs areas:

Income Maintenance
Financial Assistance
General Health
Education and Child Care
Family Assistance
Legal Assistance
Housing (not Real Estate)
Community Service
Community Organization and Development
Environmental Affairs

Inventory data collected by DIS was verified by the agency or organization profiled, and has been updated periodically.

Public access to DIS has been through special telephone lines, including a toll-free WATS "800" number, for callers outside the Amherst/Northampton dialing area, which constitutes less than half of the geographic area served. It has operated from 9:00 AM to 5:00 PM weekdays.

In 1976, DIS published a two-volume directory of human services called "All the Help You Can Get." The volumes cover Hampshire and Franklin Counties, respectively, and are each 200 pages in length. They are easily readable versions of the inventory print-outs: that is, guides to agencies and services, indexed by name, location, eligibility requirements. The directories were distributed free to all libraries in the two counties and to the agencies listed, and were sold at a nominal price in bookstores, drug stores, and communities throughout the area. They were not seen as a substitute for DIS telephone service (space criteria alone precluded complete listing of all information contained in the DIS inventory), but the directories did provide libraries, social agencies, and citizens with the first comprehensive guide ever published to social services in the two counties.

DIS also produced short resource guides to particular types of human services: "Elder Services Resource Manual," "Clergy and Church Resource File," "Hampshire County Physicians' Survey," "Children's Camps," and "Day Care Centers." An Information and Referral Technician was hired shortly after the project began telephone service to the public in July 1975. Since that time, DIS has operated with a core staff of two to two and one-half persons: a Community Information Specialist, who is a professional librarian, and Information and Referral Technician. The Director of the Jones Library has devoted approximately 10% of her time to leadership and administrative supervision.

DIS obtained badly needed additional help by a variety of means: training volunteers from the University of Massachusetts, contracting with the University for student assistants who received course credit for work at DIS, employing work-study students from the University (DIS paid 15% of the student's wage), and hiring consultants for special projects when funds allowed (for example, production of the directories, and design of the computer program). DIS was also able to obtain additional staff by negotiating small contract grants with other agencies, notably the Highland Valley Elder Service Center, the area agency on aging, which provided a part-time person to research and prepare DIS's special inventory of services for the elderly.

DIS initial project objective was to establish a network of information and referral centers through the two counties' academic and public libraries. This turned out to be a larger task than anticipated, particularly when considered in the context of other project work. Staff participated in information workshops by the Western Regional Public Library System (WRPLS), and played a major part in planning a WRPLS-sponsored workshop series designed to help local librarians learn the "art" of gathering community data for use in community information guides. It became clear in the course of the project, however, that many of the smaller libraries (some open only a few hours per week) remained unconvinced of their role as community human service information providers. DIS staff felt that the job of changing local library philosophy (as well as funding levels) was not one it could undertake. Thus it worked hard to assist the librarians who were interested, but otherwise withdrew from this aspect of the project.

EVALUATION

While 70% of our callers received satisfactory help or information during the one-year period of 1976-77, 28% of the calls (723) had unknown outcomes. Over one-third of these were calls for referral to a local physician. We find that it is difficult to get feedback on physicians unless the person is upset with the referral. Only 1% of our callers that year received no service, in all cases, because we were simply unable to find anything that would meet the person's needs. Examples of this type of call are free transportation to Boston, free home health care, free health tests, throat cultures, etc. We would like to be able to eliminate the unknown outcomes, but in the interests of confidentiality this is unrealistic.

One way to statistically measure the difficulty in finding a solution for a particular client's problem is to examine the length of time a staff member logs for the inquiry. Only 10% of our calls in 1976-77 required more than 20 minutes to find an answer or solution. Fifty of these "plus 20 minutes" calls resulted in an outcome of non service available. Another 55 received partial service, and in the remaining 162, a solution was eventually found.

Statistically, the most typical call came from a woman in her 30's. She was seeking information on a health care issue, probably family planning or a general community clinic. She had never used DIS before but had tried us because of our listing in the telephone book.

An enormous amount of staff effort, as well as substantial project funds, went into the preparation of DIS's two volume directory of human services. This was an original project objective, but the staff now has serious reservations about its efficacy. On the one hand, the directory has been a solid tool for public relations, the hook for many newspaper feature articles, and solid evidence of what the project has been doing. It has been widely acclaimed as the first and only resource of its kind in the area, and still sells steadily to individual users. The problem is that it was out of date the day it was published, and most human service providers know this. Without additional staff and substantial additional funding, the directory cannot be updated annually, as it should be. Moreover, DIS discovered that many clients had questions which were too specific to be answered by a single guide. Thus, DIS began producing specialized resource guides based upon its detailed inventory information. The subjects were chosen based upon frequency of inquiries. The great advantage of the resource guides was that they could be easily updated and inexpensively reproduced. Based upon our experience, if we were offered the choice of additional funding for a directory updating project, or, for example, an additional staff person for research, we would choose the latter. While directories are popular, they do not justify their cost in a tight budget situation.

We found that by careful interviewing of potential candidates, we had a high degree of success in finding part-time workers who were enthusiastic, competent, and reliable. DIS used part-time staff for special projects, such as a survey of physicians, but was unable to use them for on-going operations because they lacked the skill and maturity for effective telephone work or in-depth interviews with human service providers. We believe that the minimum paid operating staff for an I & R project is two and one-half workers: one for the telephones, one for research, and the part-time person to back up both.

From the beginning of its search for local financial support, DIS found itself in an economically untenable political position. It offered a regional service where no regional administrative body, except the Regional Public Library System, existed, and the System did not have funds to support the project. Most regional human service governmental efforts in Massachusetts originate at the state level (welfare, educational consortiums, etc.), with on-going state support after initial funding. This is not the case with library services.

The available alternative, raising a cash budget for DIS from individual contributions by town governments in the area served, would probably been unfruitful. Even the town of Amherst, whose library initiated the project, and whose people use the service extensively, can not put cash into the operation of DIS, although in-kind support is substantial. DIS thus turned to the Hampshire County Commissioners for its local support, and during the 1976-77 fiscal year was the recipient of $17,000 for the project. In many ways, this was an unprecedented move by the Commissioners who had never before used county funds to support a human service project of this nature. A comparable request to the Franklin County Commissioners was unsuccessful. Thus in mid-project, DIS was forced to confine its efforts in Franklin County to research only.

Since June 1977, DIS has also negotiated two contracts with other agencies to perform special tasks for which it is uniquely qualified. One has been a needs assessment of services for the mentally retarded, and the other has been an agreement to provide training to another agency's staff. Despite funding problems, DIS's credibility and reputation as the source of accurate information at various levels is increasingly strong.

It may be that the project can continue indefinitely, keeping the telephone service going via funding from the County Commissioners, while financing its crucial research effort through contracts with other agencies. It is a precarious existence at best, but the project provides crucial services to Western Massachusetts people which must be continued.

Both the Jones and the DIS staffs are convinced, based upon our three years experience, that information and referral projects function best when they are operated by libraries. Librarians know how to collect and organize information, and they disseminate it from a neutral stance among the array of human service providers. Information and referral services offered by subject-specialized agencies such as children and family service agencies, are self-limiting. Non-neutral human service agencies tend to emphasize case management at the expense of the I&R function, thereby limiting the information services available to people with questions but no serious problem.

Perhaps librarians do not need to be convinced of this position, but it is very clear to us that the other human service providers and government agencies do. We have observed a serious lack of understanding of the concept of I & R as a service which not only directs people to the agencies they need, but is itself a tool for survival and for prevention of the need for casement management. While many human service workers acknowledge the need for I & R, and will certainly use it if it is available, they prefer spending their scanty funds on their own direct services. Compounding this problem is the misunderstanding many human service workers have of the function of public libraries, which they perceive as "nice" institutions, offering cultural and recreational services. That providing a human service called "information" is what libraries are uniquely qualified to do, has not been emphasized enough by librarians to make the message clear to the public at large.

Even when I & R funds are available to human service agencies, their tendency has been to form new consortia and develop their own subject-specific systems which are geared not to providing information in its broadest sense, but to funneling clients into the case management system.

This lead DIS to the conclusion that information and referral must not only remain based in libraries, but it must be funded by library sources as well. This will require new money, on a continuing basis, from regional and state sources. We are convinced that librarians must take the initiative in persuading funding sources within the state and federal governments, that existing I & R funds should be transferred from subject-specific programs, such as mental health and welfare, and put into the broad-range institutions best equipped to manage them, namely, libraries.

LSCA

Outreach Services for Special Children

BEVERLY PUBLIC LIBRARY
32 Essex Street
Beverly, MA 01915
Telephone: (617) 922-0310
Contact Person: Suzanne T. Nichelson
Amount of Grant: $10,000

OBJECTIVES

The purpose of this project was to provide materials and services for the special needs children of Beverly. Specific objectives were as follows:

1. To develop multi-media kits designed to meet the needs of special needs children.
2. To develop a core collection of materials at the main and branch libraries that meets the needs of special needs students.
3. To create a diversified public relations program to reach special needs children and their parents.
4. To conduct programming for children with special needs.

BACKGROUND OF THE PROJECT

Beverly is an ocean-side community of 38,348 persons, in the economic and cultural orbit of Boston. There are 7,923 school children, ages five to fourteen. Of these, an estimated 2,000 children attending the schools of Beverly have special needs as a result of physical disabilities, learning disabilities, language abilities, or social conditions. The school system has evaluated 600 children as having special needs. Of this number, twelve are blind and twenty-four are seriously physically handicapped. In addition, 10.4% of the families have an income of less than $5,000.

There are two special schools in Beverly: The Landmark School for Learning Disabled Children and the Beverly School for the Deaf. Neither of these facilities have libraries and rely on the Beverly Public Library to provide for both the recreational and informational needs of their students.

In addition to these community characteristics, there were several other factors which influenced the library's decision to initiate this project. A library-use study conducted in the Fall of 1975, indicated that children of low-income and non-English speaking families did not use the existing library facilities. A review of the book collection in the fall of 1976, indicated only a skeleton selection of high-interest/low-vocabulary books. The audiovisual materials owned by the library were mainly of the recreational variety, and audiovisual hardware was only available for library programs. The library was also inaccessible to the handicapped. These characteristics which limited the library service provided to special needs children were amplified by the lack of a public transportation system in Beverly and the limited resources available from the school system.

PROJECT DESCRIPTION

At the beginning of the project, meetings were held with representatives from the Beverly Public Schools, Landmark School, Beverly School for the Deaf, and local groups serving special needs children. Visits were made to libraries which had developed collections geared to special needs children. Both of these activities gave us a perspective of what the community needed and what types of materials were available to meet these needs.

Audiovisual hardware for circulation and in-library use was purchased with trust fund monies. Equipment included sound filmstrip projectors, cassette player-recorder, record player, headsets, and jacks for a listening station and an audiovisual cabinet for storage.

The grant funds were expended for adult books covering the various phases of education, care, and psychology of special needs children; for children's books with high-interest/low-vocabulary; for books dealing with children who have handicaps, braille books, large print books, and books in Spanish; for audiovisual software, including cassettes, filmstrips, sound filmstrips, and records; for learning toys, games and puzzles, as well as manipulative materials which encourage development of visual, auditory and motor skills.

Plans were made for the circulation of materials in various ways. Kits on selected topics were prepared from materials purchased. Each kit included a variety of materials — print, non-print, learning toys, and games. Some of the subjects chosen were consumerism, metrics, measurement, American colonial history, biography, recreational reading. Nineteen kits were completed, aimed at interested groups and persons dealing with special needs children.

The remaining materials purchased were catalogued as individual items — books, book-cassette bags, book-cassette-filmstrip bags, records, and learning toys, games and puzzles. All items, except for toys, games and puzzles, were listed in the children's room catalog. Catalog cards were color-coded to indicate the type of materials. A separate catalog was maintained for toys and games, in which the items were arranged by type of skill for which they were intended.

A catalog listing all materials is planned for the future, to be distributed to schools, organizations, and interested individuals working with special needs children.

Publicity has included newspaper stories, and an interview on the local radio station. Future plans include an open house for parents and teachers, an inservice workshop for teachers, more newspaper stories and a folder describing the project.

Our original project plan was heavily oriented toward the kit approach to the use of materials. After our discussion with educators and others, we decided that materials purchased should not only be for large group use, but for individual borrowers as well. We produced smaller kits than initially proposed, and purchased more cassette books, cassette-books-filmstrip bags, and developmental learning toys. This helped orient our materials away from teacher use and into a more individual parent use. This we feel, will give the materials a wider appeal.

EVALUATION

The Beverly Public Library has been undergoing major physical changes. The Children's Room was being moved to the top floor, while the Reference Room was re-located downstairs nearer to the card catalog. Most of these shifts were not completed until the end of 1977. Because of these changes, we were delayed in placing non-print materials in the Children's Room and implementing related activities. The core collections of books were in use, however and located both at the main library and the Farms Branch. At this time, therefore, it is difficult to evaluate the results of our program because much of the originally scheduled activities have not yet been implemented. Response to the core book collections from parents, teachers, and children, has however, been positive, and future spending is planned to augment these materials.

It is planned that each year, the library will develop more kits to be added to the initial group. Additional books, toys, games and audiovisual software will be purchased in the coming years for the core collections. Orientation to these materials and specialized programming will be planned in response to consumer needs.

LSCA

Books on Wheels: Library Service to Shut-Ins

THAYER PUBLIC LIBRARY
798 Washington Street
Braintree, MA 02184
Telephone: 617-848-0405
Contact Persons: Margaret-Anne Myers or Victoria Campbell
Amount of Grant: $12,307

OBJECTIVES

To develop library services to shut-ins who are unable to utilize library services in a traditional manner. Specifically, we planned to:

1. Establish a library service program for the residents of nursing homes and for a rehabilitation hospital in Braintree.
2. Provide the homebound, the temporarily disabled and residents of senior citizen housing projects with library services.

BACKGROUND OF THE PROJECT

Braintree has a substantial, indicated need for library service to shut-ins, including both the institutionalized and the homebound.

During the spring of 1974, the town was surveyed by a library team for (1) stations for a mobile program, and (2) unserved sectors of the population. Pelative to the problem under consideration, there are in Braintree, six nursing homes, a retirement center, and a rehabilitation hospital. There are four senior citizen groups with a varying membership of at least 1,000, plus another segment of the population in this age group who do not participate in the organized groups, and who are either economically disadvantaged or homebound. There is also a senior citizen housing project and another apartment complex with a high percentage of retired persons. The temporarily homebound include Braintree residents who have returned from hospitalization in Boston, Quincy and Weymouth.

In 1975, the library SummerVan program included one half-day devoted to nursing home service. Two homes were visited each week on a rotating basis. Wherever possible, patients were encouraged to come out of the building to visit the mobile unit. Otherwise, floor service was offered. At the end of the SummerVan program, demand was so great that we continued the nursing home program to the limit of our resources. Circulation remained very good and the therapeutic value of the service has been verified in conversations with, and letters from, the nursing home directors and staff.

PROJECT DESCRIPTION

Based on our experiences, an LSCA grant proposal was prepared and submitted for funding. The grant funds awarded made it possible to lease a stepvan and outfit it as a mini-bookmobile to transport materials and equipment, including a book truck for floor service. Funds also provided for the hiring of a library assistant to supplement the limited amount of personnel available from the regular library staff.

On a bi-weekly schedule, service has been provided to all nursing homes in Braintree and later to the rehabilitation hospital. The service was adjusted in several cases to meet the specific needs of the institution. Wherever possible, floor service has been provided directly to the patients and residents. In one case a deposit collection was delivered to the nursing home for distribution by the Recreation Director. A small collection has also been set up at a senior citizen housing development, with regular library hours

covered by two residents under the general supervision of project personnel. Floor service at the hospital was started with a volunteer corps. However, until a more stable volunteer program is developed by the hospital, it has been necessary to assign the floor service to regular library personnel.

For the homebound, a prospective candidate is first visited informally to determine eligibility, needs, and general interests. Regular delivery service is then set up and coordinated with nursing home schedules.

In addition to regular print materials, the project has provided large print books and periodicals, recordings, cassettes, magnifying sheets, book holders, and talking books.

A simple instructional manual was prepared for the hospital volunteers which, with minor variations, could also be used wherever local volunteers supplement library personnel. Before the deposit collection was set up at the senior citizen complex, a questionnarie (prepared in large type) was distributed to all residents who, by checking their areas of interest, aided in the selection of materials for the collection. The resident "librarians" have also helped in this respect by continuing to turn in requests and suggestions.

A Citizens Advisory Council was formed for the project to provide suggestions and help in publicizing the service, and to evaluate its progress. The Council included representatives from the Board of Library Trustees, Town Government, the local press, churches, senior citizen groups, nursing homes, and local service clubs.

Publicity for the service has included coverage in local newspapers, spot announcements on a local radio station, flyers and posters for distribution, and a listing in a booklet published by the Braintree Council on Aging.

EVALUATION

The enthusiastic response, especially from the nursing homes, and the steadily increasing circulation statistics, have proven the need and importance of the services provided. We have noted that the nursing home program has been most successful in those places where there is a strong and enthusiastic contact (e.g., a Recreation Director) who provides a liaison between the library and the patient. In our contacts with the nursing home and hospital personnel, there has been repeated emphasis on the therapeutic value to the patients and on the importance of their maintaining a continuing contact with the community.

Service at the rehabilitation hospital demonstrated the possibility of incorporating a volunteer group into the program but also emphasized the importance of continuity in the supervision and training of volunteers.

Response to the homebound service was slow in the beginning but increased use of the service is proving the worth of the program. More publicity is needed together with more staff time and effort to develop contacts.

FUTURE

Community response to the project was demonstrated at the Annual Town Meeting where, following an appeal by the Board of Library Trustees and contrary to the recommendation of the Finance Committee, Town Meeting members voted unanimously to restore to the library budget, funds to continue the program. Although, these funds support materials and equipment for the project a deficit in required personnel must still be dealt with in future budget requests.

LSCA

HELP: Helping the Elderly to Library Participation

BREWSTER LADIES' LIBRARY
Brewster, Massachusetts 02631
Telephone: (617) 896-3913

Contact Person: Elizabeth Finch
Amount of Grant: $10,060

OBJECTIVES

1. To increase the number of senior citizens visiting and using the library by providing inviting and comfortable space for their activities.
2. To provide programming of a recreational and educational nature that would encourage older people to participate.

BACKGROUND OF PROJECT

The town of Brewster has approximately 1,142 residents who are 55 or older representing just under 40% of the town's total population. In 1972 Brewster established a Council on Aging and in 1976 it hired its first director. Unfortunately the Council was located in a small one-room office, so there was no area in which planned activities could be conducted. When our library project began the Council already had a membership of over 1000.

Until 1976, the library had neither the space nor equipment to expand programs and services for this large segment of the community either. With the completion of the library facility's addition in 1976, the possibility of cooperative programs between the Council on Aging and the library became stronger. Preliminary screening of the senior citizens in Brewster by the Council on Aging, indicated a high interest in having recreational and instructional programs available.

PROJECT DESCRIPTION

A re-organization of service areas within the library facility was necessary before programming could begin. A plan was devised by which the children's area was re-located into the larger single-room addition which also housed the reference and non-fiction collections, the circulation desk, and the card catalogue. This left both of the two smaller rooms in the original building available for conversion to a meeting room and a comfortable reading room, the latter of which would house resources commonly used by older adults. Furniture and equipment needed to accommodate these shifts in location were acquired. Much of the cleaning and renovation work was done by volunteers. Bookcases and tables were built locally for less than catalog prices and designed distinctively for the library. All of this work, a prerequisite to any programming, was largely accomplished before the end of the first quarter of the project.

All program activities took place in the library, by virtue of the previously identified lack of other facilities in the community. During the project, we were assisted by the Council on Aging, the Baptist Church and members of the Artists and Craftsmen's Guild of the Outer Cape. We were able to reciprocate by offering space and the use of equipment to these organizations, as well as to the local nursing home and the League of Women Voters.

Among the programs conducted during the first year were a travelogue film series using the new projector and screen. Six craft programs on Easter Egg decorating, Polish paper cutting, making Christmas decorations, pressed and dried flower processes; a belly dance workshop; a lecture on children's

books; a six-week course on investment planning; and a party for an estimated 50-60 volunteers. The library also sponsored a writers' group.

The newly acquired furnishings and equipment were also used in the children's programming. The library's increased programming capabilities were evident in the development of twelve pre-school story hours, a Valentine-making party, an Easter egg decorating day, a summer film series and a six-week workshop on making puppets. Plans were also underway for even more pre-school story hours and a series of seasonal crafts programs.

Much of the publicity for the programs has been produced in-house on a new mimeograph machine purchased through grant monies. For each of the workshops, a mimeographed flyer with a line drawing by a local artist is made. These are available at the library and are posted in local stores, the Town Hall and the Council on Aging. Announcements of workshops are listed twice with the local daily paper, twice in each of the two weekly papers, in the monthly calendar of the Council on Aging, and on the local radio station's Community Calendar. The greatly enlarged collection of large print books which resulted from the project, was mentioned several times in the local papers, first in connection with the announcement of the grant award and again each time a new shipment arrived.

A questionnaire to determine the kinds of films and the most convenient times for film showings was distributed at the beginning of the project. These were collated by a volunteer and when film bookings were confirmed a mimeographed sheet was distributed at the library. There was an introductory article in each of the two local weeklies and each film was mentioned the week before showing.

The staff of a small library includes both paid workers and volunteers. The library's ability to expand its programs and services to include audio-visual formats, and to take the initiative in producing in-house public relations materials has been determined by the availability of staff knowledgeable in the operation of the necessary equipment. At least one salaried staff member always knows how to use all of the equipment purchased; in addition, since all equipment was selected in part for its simplicity of operation, a trained corp of volunteers has become a goal easily realized.

EVALUATION

The programs have worked out as planned except for the scheduling of the film programs. We found that we allowed too little time to plan and order films for the first film series; confirmations of film bookings were two months later than hoped. Though publicity seemed adequate, the delay in actual showings seemed to be the cause of poor attendance.

Large print book circulation increased dramatically and there have been many favorable comments. These materials are particularly useful in our "Call-A-Book" program through which volunteers take books to shut-ins, and for the rotating collection at the local nursing home. Except for the adult film series, the initial programs were well-attended, and some even over-subscribed. For the most part, people seemed more pleased with the specific program than with the fact that the *library* was being more active. I had hoped that participants would suggest additional programs on different topics. Unfortunately, this has not happened, and future program ideas still rest on the initiative and exploration of the library staff.

The program was designed to be helpful to the elderly and there is no question that it has done this. A majority of those attending the craft workshops were of retirement age and even the belly dance workshop, advertised as "good exercise" drew a few older women. Of course, other library users have had the benefit of the programming as well as the redecorated meeting and readings rooms which have become very popular.

It has been obvious throughout this project that careful planning is necessary; both long range planning and attention to each separate project or program. It has all taken a tremendous amount of time. There were many times during the project when I was convinced the entire undertaking was too ambitious for our means and my energy; but although I may well fell that way again during the next series of programs, I cannot think which of last year's accomplishments could have been eliminated.

Programming continues; but will vary according to the topics in which interest is expressed. There may be more informal talks and fewer workshops, but film series, for both adults and children, preceded by greater advance planning, will continue, as will the children's craft programs and pre-school story hours. We will continue to add large print books, but at a slower rate now that a basic collection is established. We are delighted to be able to continue to share our mimeograph machine, phonograph, project, and meeting room space with other groups in the community.

LSCA

Initiation of a Collection of Library-Produced Career Guidance Videotapes

CAMBRIDGE PUBLIC LIBRARY
449 Broadway
Cambridge, MA 02138
Telephone: (617) 876-5005
Contact Person: Lauretta M. Cloherty
Amount of Grant: $7,525.00

OBJECTIVES

The major goal of this project was to provide materials and services for citizens just entering the job market. The following objectives were formulated:

A. To produce an initial collection of videotapes in the ½" and ¾" format that would inform viewers on such occupations as fast-food preparation, restaurant management and the construction trades.

B. To disseminate these tapes by 1) setting up a viewing station at the main library and at one branch library, and 2) circulating tapes among local business, school and community agencies.

C. To make available booklists, pamphlets and other related support materials to accompany the tapes and provide further information to viewers.

D. To make the tapes available for replication by other libraries and organizations serving the unemployed.

BACKGROUND OF THE PROJECT

The high percentage of persons residing in Cambridge of working age and the high rate of unemployment, led us to realize that career guidance materials, both print and non-print should be high on our priority list. For a number of years we had been searching for high quality, currently, and above all, interesting and informative career guidance materials to supplement the growing collection of print materials in the library's holdings.

We had previewed numerous commercially available films, most of which were dated or very elementary and not suited to our purposes. We had also listened to many tapes and recordings.

We contacted literally hundreds of corporations and government agencies seeking assistance in obtaining materials with no success. This led us to the idea of producing our own materials. Our tapes were designed to introduce job possibilities in several "families" of work situations. Such pertinent facts as necessary training, job benefits, advancement possibilities, compensation, working conditions and so forth, would be presented to help the viewer select a possible job opportunity.

PROJECT DESCRIPTION

In our initial proposal, we stated that we felt that we would be able to complete the three pilot tapes within eight months of the grant award. After receiving the grant, we set out to implement the proposal. Due to some totally unforeseen happenings the project did not proceed smoothly or according to expected schedule.

Permission was secured from a leading local restaurant chain to use several of their stores as locales for our videotaping and for interviews with their personnel. One stipulation was that the final tape would be subject to review by company officials. A video consultant was engaged and an interview format

developed so as to elicit the kind of information we wished to present, e.g., necessary training for the job, benefits, compensation, working conditions, and advancement possibilities.

Taping progress was plagued by equipment breakdown and scheduling conflicts. Moreover, the finished tape was objected to by the company's management because of reference to other food chains. Though it was made clear at the time of the initial agreement that the tape was in no way to be construed as an advertisement for the restaurant chain, nothing about this agreement was in writing. Some additional editing was done therefore.

A second experience with another local restaurant went more smoothly based on our experience with the first. The third tape gave an overview of the construction industry. A number of construction projects were visited where we taped a variety of jobs. The result was a visual potpourri of interviews and on-site activities.

On one occasion a Career Convocation was held at the high school. We had a display of career materials in addition to the videoplayer unit and presented information on where people might turn for additional information on the food service industry in particular. Reaction to the tapes was positive and many of the youngsters expressed an interest in contacting the sources we suggested.

Project staff consisted of the library's audio-visual department head and two other library staff, one an AV technician. The loss of one staff member during the project further hindered the production of tapes.

The video equipment purchased supplemented some the library already owned. A Panasonic videocassette playback unit and two TV monitors plus console cabinets to house them were purchased with these grant funds.

EVALUATION

As we have had no real opportunity to test our tapes on the adult unemployed or underemployed as yet we have no basis for evaluating our success or failure. We are planning, of course, to continue producing tapes on a regular basis so as to build up a library of such tapes.

As stated above, we do feel that this has been of benefit to us as an audio-visual staff in feeling our way in interviews, improvement of visual techniques, and in dealing with individuals and corporate bodies. One thing we learned the hard way — *get it in writing!*

The overview-type of tape has allowed us to create a base from which future tapes will more naturally flow rather than having isolated jobs or careers standing by themselves.

The need for current and informative career guidance materials has not diminished — indeed it is probably greater now than ever. We hope our tapes will contribute to the field of knowledge and that the viewers will indeed be led to career opportunities they had not known existed or had never considered.

LSCA

Consolidation Program: Children's Facilities and Programs Phase

LEVI HEYWOOD MEMORIAL LIBRARY
57 City Hall Avenue
Gardner, Massachusetts 01440
Telephone : (617) 632-5298

Contact Person: Robert L. Rice
Amount of Grant: $15,350

OBJECTIVES

1. To increase the number of children participating in library programs and services by expanding the library's programming capacity.
2. To demonstrate the impact of a certified professional children's librarian on the quality of children's programs and services.

BACKGROUND OF PROJECT

Until 1976, the Levi Heywood Memorial Library was operating out of two facilities. The main library was located in what had been the central business district of the city; the west branch was housed in a 100 year old former school building which was shared with the local Division of Employment Security. Neither of these locations served residents adequately, either in respect to convenience or to capacity for programming and resources. In recognition of these deficiencies, the library trustees purchased a former supermarket in 1975, with the intention of consolidating the library's programs and resources into one facility located in the present center of business activities. The first floor of the building was renovated and opened to the public in 1976. Further plans were made to renovate the basement area to allow for a separate and suitable space for children's services and for a larger meeting room. This particular phase of the library's "Consolidation Program" allowed for the expansion of children's services which, in turn, increased the need to allot a full-time certified professional librarian to supervise and sustain the quality of this growing area of library services.

PROJECT DESCRIPTION

The new library facility offered a tripling in size of the area available for children's services. As a result it was necessary first to furnish the renovated basement area with equipment, furniture and resources necessary to support the expanded service capability. From the beginning, the library staff were able to predict at least a 200% increase in the number of children participating in programs by analyzing the attendance statistics of programs held in previous facilities. For instance, in the case of a single Halloween story hour, the library staff recorded 89 children appearing in the library to attend; this number represented more than double the library's capacity at that time which accommodated only 30 children. Such estimations were used as a basis to systematically plan for and equip the new facility. Following appropriate suggestions derived from consultations with representatives of the Gardner Public Schools, Head Start, day care centers, the Office for Children, the Gardner Recreation Commission, and other area librarians, the library staff selected furnishings which would create an inviting and efficient activity space for children. LSCA monies were devoted primarily to equipment and furnishings, while local monies covered the costs of print and non-print materials selected to upgrade resource collections and complement the expanded program schedule.

Local funds were also used to provide the necessary staff to create a workbook of model children's programs and to supervise the expansion. This local commitment did not include the hiring of new staff, but rather the prioritizing of the use of staff time. One full-time certified professional librarian, as well as a non-professional library assistant were delegated to children's services.

Programs which had traditionally been offered were documented in the children's services workbook which included planning procedures, supplies, and operational information. Because of the local commitment of increased staff time, and of professional supervision of children's services, the traditional programs such as storyhours, the "Little Actor's Group," library orientation, and film programs, could be expanded both in terms of frequency and in terms of the number of participants. The children's librarian was also able to document plans for future programs such as a "Know your Authors" series, "Music and Art for Fun," a junior photography club, a first aid and babysitting course, game days, and a Collector's Club.

Publicity for the project coincided with the library's "Project Consolidate" fund raising effort and the phasing out of the branch library system. Three special releases were placed with local media each week, and the meetings of the fund raising team which represented 235 adults from the community, were scheduled in the children's services area to increase the public's awareness of the facility's progress.

EVALUATION

One major change that took place in the program plan was the inclusion of junior high school students in the program. Although these older children retained the option of using the adult collection, the staff found that the children's facility showed greater congruence with the pattern of ages represented in its use by incorporating junior high school materials in the collection.

Besides a marked increase in the attendance figures for all children's programs, the circulation of both print and non-print materials increased dramatically. Over the three month period of August, September, and October, 1977 circulation statistics indicated a 183% increase over those of 1976. In respect to on-site use, statistics on reference questions over the same three month period indicated a 240% increase in 1977 over 1976. Media use in the library also indicated a rise in popularity. During September 1976, the staff recorded 99 children using media; statistics recorded during September 1977 registered 336 children.

Because of the significant increase in the use of children's services and programs, the library will continue to support the program through local monies in the categories of staff and resources. The staff feels that the project has benefitted a significant number of new children in the community and thus has succeeded in its quantitative objective. In the future, much attention will be given to the continued improvement of the quality of programs and resources.

LSCA

Dr. Hatfield Project

JOHN CURTIS LIBRARY
Hanover, MA 02339
Telephone: 617-826-2972

Contact Person: June Withington
Amount of Grant: $3,000.00

OBJECTIVES

The goal of this project was to develop a program of diversified library services for learning disabled children and their parents by implementing the following objectives:

1. To provide a well-supplied and staffed room where children can strengthen specific motor and reading skills through imaginative and directed use of games, print and audiovisual materials.
2. To provide parent information on Chapter 766, learning disabilities and other topics of interest.
3. To promote cooperation between the educational system, the library and the community.

BACKGROUND OF PROJECT

There are over 400 special needs children in Hanover, who have been identified under Chapter 766. In addition, the Hanover School System services the towns of Rockland, Whitman, Hanson, Norwell and Abington through a special education collaborative. Hanover is also the home of Cardinal Cushing School, a residential facility for retarded children.

The above identified children and their parents were being minimally served through a weekly summer game and lending program at the library. This program was conducted by volunteers and parents with very few materials that were appropriate. The resources of the school libraries and special educators were not available or had limited availability after school hours and during the summer. In addition, the parents of children with learning disabilities had no central resource collection for parent information on Chapter 766, learning disabilities, or other information and materials dealing with special needs children. Based on these circumstances, the special needs parent group and the library developed a proposal and submitted it for funding.

The Dr. Hatfield project was designed to improved the quality of library services being offered to learning disabled children and their parents. One of the major facets of the project was the purchase of materials and equipment that were appropriate for these children. The entire grant was spent on materials which included books for reluctant readers, including some with cassette tapes, educational toys and games to strengthen perceptual weaknesses, and filmstrips. We also purchased three filmstrip viewers, one cassette player/recorder, three tape players and a calculator.

The project has been conducted in the John Curtis Library with the major project activities being conducted in the Dr. Hatfield Room. This multi-purpose room located near the children's room on the library's main floor, provides a separate area in which the program can be implemented without disturbing the regular children's program. However, the room is near enough to the children's room so that resources can be shared.

The weekly game and lending program has continued at established and advertised times: Tuesday from 2-4 PM, Wednesdays from 6-8 PM. A Parent Workshop run weekly by a retired LD tutor and teacher, was devoted to giving helpful and informal hints for developing a self-reliant approach to learning, using the games and toys available from the grant. This will be followed by the PHD Club (Perceptually Handicapped Developmental Club) for children aged 6-10, to concentrate on developing strengths in basic skills of learning.

The Dr. Hatfield project was also intended to provide information to parents of learning disabled children. A small collection of books and pamphlets was developed in conjunction with the project. This included information on Chapter 766, program information, and other LD materials. A file of catalogues of educational games, toys and learning aids was also developed in conjunction with the project.

Publicity was accomplished through announcements in local newspapers, photographs of typical Tuesday afternoon programs in newspapers, announcements through school bulletins carried home by children, and newsletters sent to Paren. Council membership. A bibliography of materials was also prepared and distributed.

Another important facet of this project has been to develop a trained corp of parents, volunteers and library staff. A training program was conducted by a special educator in the spring of 1976. In addition, "Parent Workshop" was conducted over a six-week period.

Although this project has been sponsored by the library, it received support from a number of community groups including the Hanover Jaycees, Hanover Junior Women's Organization, Hanover PTA, North Shore Vocational School and the Hanover Parent Council for Special Education. Without the encouragement, energy and support of these groups, this project would not be as successful.

EVALUATION

There are 53 children registered as project users who before now were not comfortable or interested in materials available in the regular children's library located next door to the Hatfield Room. Parent/child use of materials was stressed from the beginning and has been successful. The age range of children involved is 6-16, with the greatest numbers falling into the elementary category. Children from the residential Cardinal Cushing School (ages 3-16) have been enthusiastic participants of Tuesday afternoon programs.

Consumer feedback has been difficult to systematically document, due to lack of time, and pressures of ordering, cataloging, and running the weekly programs solely with volunteer help, within a 12 month period. A questionnaire will be sent out with materials in 1978, in order to ascertain user and parent reaction, and their suggestions.

FUTURE

With the advent of a new head librarian and the continuing support of the trustees, we hope that this project will continue to grow, and eventually become an integral part of the library's regular services. There will also be more emphasis placed on school library coordination in 1978-79.

LSCA

How To

HAVERHILL PUBLIC LIBRARY
Haverhill, MA 01830
Telephone: 617-373-1586

Contact Person: Richard Mulcahy
Amount of Grant: $14,500

OBJECTIVES

To provide "how-to-do-it" information on video tapes particularly for community residents with limited English speaking ability and/or limited reading ability but also for statewide distribution.

BACKGROUND OF THE PROJECT

Haverhill has become the residence for recent immigrants from Greece and Hispanic America. There is a need to improve library service to these persons, many of whom speak little or no English. It is the feeling of the staff that certain types of information can be treated most effectively through a visual approach and that producing video tapes can provide such an approach. Haverhill Public Library has been producing video tapes for in-house use, for cable transmission, and for special projects for three years and owns most of the necessary equipment. During this period, the staff has developed some expertise in producing video tapes. The kinds of subject matter the staff feel are appropriate for their audience and within their capability include: auto trouble-shooting, home repair, application for citizenship, and arts and crafts.

PROJECT DESCRIPTION

In light of the Bureau of Library Extension's intention to establish a clearing house of video tapes of value to Massachusetts public libraries and in view of Haverhill's experience in producing tapes and desire to produce additional tapes for its patrons, Haverhill Public Library's plan has been to produce a series of eight short video tapes on subjects of practical value to the public and to libraries throughout Massachusetts. The tapes have been of an instructional nature and aimed primarily at the layperson. The decision to choose practical subject matter stems from the inability of most libraries to provide a visual supplement to printed material since few appropriate commercially produced tapes are available and those that are, are prohibitively expensive.

The project has been directed by the library's audiovisual specialist. He has been chiefly responsible for selecting program topics and conceptualizing the content and format of each tape. A half-time technician and a CETA employee assisted with shooting, production and editing. Other individual staff members have contributed their expertise and special interests by way of doing research, making contacts, pre-interviewing, writing for materials and information and generally assisting in the planning.

EVALUATION

The library audio visual staff were able to complete their goal of eight video tapes. The tapes produced are as follows: Gardening, Furniture Repair and Refinishing, Puppetry, Bicycle Repair, Choosing a Nursing Home, Solar Heating, Basic Auto Maintenance, and Genealogy. Initial small audience showings indicate that viewers have felt that they have a clear understanding of the subject matter presented and feel confident in their ability to make active use of the material. More formal evaluation will be possible after there have been public showings. The existence of a public access cable television channel in Haverhill makes it possible to broadcast library produced tapes into the homes of subscribers.

LSCA

Library Loanable Materials for Physically and Visually Handicapped Adults

MEDFORD PUBLIC LIBRARY
111 High Street
Medford, MA 02155
Telephone: (617) 395-7950

Contact Person: Beverly Shank
Amount of Grant: $6,500

OBJECTIVES

1. To establish a collection of materials for physically and visually handicapped adults.
2. To increase library services to the handicapped community while developing community awareness of the needs of the handicapped.
3. To teach persons how to effectively utilize the new equipment and materials. An additional objective added during the project in response to the expressed needs of the target user group was to develop a multi-media collection of materials relating to jazz.

BACKGROUND OF THE PROJECT

While the existing Instructional Materials Center at the Medford Public Library provided materials for special children and their parents, there was no local source of materials for adult physically and visually handicapped. An investigation of the Medford community indicated that there were two groups that could readily utilize these materials. They were the Elliott Club with a membership of 60 adult blind and physically handicapped persons and the Dorothy Hegner Work Activity Center, a project of the local chapter of the Greater Boston Association for Retarded Citizens. In addition, we found that the library services provided to the elderly lacked materials which would assist socialization and provide information and be of entertainment value to the elderly. The professionals working with the elderly and elderly themselves consistently requested resources that the library could not provide.

Including a broader range of materials in the Instructional Materials Center was seen as a logical extension of that service. The Center had already proven its value to the community. It had the advantage of ongoing publicity/education programs and space to house materials. The addition of adult oriented materials seem to be a natural evolution into an integrated program of service to all special members of the community. The library felt that by supplying reading aids, specially produced large type and brailled games, cassette tapes and recorder/players, etc., a real service gap would be filled.

PROJECT DESCRIPTION

There were several major activities connected with the implementation of this grant. One of our first activities was the establishment of an advisory board that included the project director, members of the Elliott Club, nursing home and senior citizen center staffs, Council on Aging members and Dorothy Hegner Work Activity Center for Retarded Adults personnel. The committee suggested types of materials which would be useful for the collection. Based on these recommendations, the library staff selected, ordered, and processed materials for distribution.

A number of different types of materials and equipment were purchased. Equipment items included cassette tape recorder/players and headsets in carrying cases, book rests, and stationary magnification lenses. The games and reading aids included dominoes, playing cards, scrabble, chess, checkers, backgammon and bingo in large type and braille. Additional cassette tapes featuring musical shows, old

radio programs and jazz were purchased as were vintage jazz films. Although the materials purchased are housed at the main library, they are used primarily outside of the library by agencies, organizations and individuals.

The project director began using the new materials with individuals and organizations including residents of nursing homes and elderly housing units. The equipment and materials were introduced and demonstrated so that elderly and disabled persons both knew how to use them and were more aware of library services available to them. As an example, the library staff conducted two demonstrations in nursing homes for the staff and residents.

An in-library center for the materials was created for those persons who were able to come to the main library. Several equipment items do not circulate because of their size. Therefore, some of the cassette players and magnifying lenses are always available for library use.

As the library staff worked with elderly and disabled persons, we discovered that they had a great interest in jazz music and that many of them had been in musical groups. Closer contacts with the community showed that there was a reservoir of knowledge concerning the 1930's and 1940's jazz scene. Therefore, we requested an amendment to our original proposal which would allow us to broaden the scope of our jazz collections and would involve the seniors in an oral-history project. As an adjunct activity, a series of jazz workshops and performances was conducted with the Medford Community Schools.

Individuals and groups have the opportunity to read or hear about the collection through monthly publicity at the Elliott Club for Handicapped Adults, regular library programs at elderly housing and nursing homes, and newsletters of cooperating agencies and churches. In September 1977, the Medford library coordinated for the second year an area library booth at the Mystic Valley Elder Home Care Cooperation Health Fair and the grant purchased materials were exhibited and demonstrated. The materials were discussed at the Mass. Adult Education Association meeting on education for the elderly and the Mass. Library Association Adult Services Roundtable's Fall 1976 meeting. Additional publicity was gained when the Task Forces on Architectural Barriers as a group twice visited the library to publicize the library's new ramp.

Two major problems were encountered during the project: 1) Ordering and purchasing was seriously held up due to city purchasing procedures. 2) The turnover and lack of trained staff in nursing homes and with the elderly resulted in the project director's personally providing the continuity of service.

Training of the Medford Library staff has been informal. The staff of the Instructional Materials Center where the items are located are able to help patrons who come to the library while the project director handles most of the outreach work. In addition, librarians from surrounding libraries met at the Medford Library in August 1977 to see the materials and develop a plan for interlibrary loan.

EVALUATION

Circulation statistics and responses from borrowers have indicated that the games and cassette players and tapes are the most used. Over half of the total of these items are currently in circulation. However, we found users need more personalized instruction to effectively use the games. The use of the stationary lenses which were set up in the browsing area has been slow. In response to user suggestions, the Medford Public Library will continue to buy tapes in the areas of radio programs, ethnic folk music, jazz and mood music.

We found that institutions seldom take the initiative to contact us. Better communication will be possible however, since Medford will have in 1978 a completed new, well equipped and professional staffed nursing home. The Medford Council on Aging has recently hired a new coordinator of elderly affairs. Working closely with this person should result in better service and use of the materials also.

Future meetings to evaluate the Medford Public Library Jazz festival are scheduled. They will determine how effectively this festival served to publicize the collection of jazz films and tapes. The importance of the video tapes to the jazz oral history collection will be discussed and the methods to publicize them. Also, further additions to the collection will be planned at this time.

The project could not have been implemented without the cooperation and support of Medford agencies and organizations including the Elliott Club for Handicapped Adults, nursing homes, Dorothy Hegner Work Activity Center, Meals on Wheels, Council on Aging, Medford Task Force on Architectural Barriers, and activity offices at the Housing for the Elderly units.

FUTURE OF THE PROJECT

The project activities will continue through local agency outlets. Publicity will remain a most important activity. The project's value can be measured only as users continually take advantage of the special items available.

The library will become an archive for vintage jazz recordings as its collection develops. The jazz interest has only touched the surface of the oral history possibilities of Medford. Other subjects for oral history need to be explored.

LSCA

Flint Minibookmobile

FLINT PUBLIC LIBRARY
P.O. Box 98
Middleton, MA 01949
Telephone: 617-774-8132

Contact Person: Shirley Raynard
Amount of Grant: $2,045

OBJECTIVE

To serve the residents of two community based facilities and the homebound population including the elderly in an effective and economical manner.

BACKGROUND OF THE PROJECT

Middleton is a community of 4,032 persons that are served by the Flint Library. Many of its residents are unable to use the library because there is no public transportation system. This is especially true for the approximately 600 elderly residents. Many of these elderly residents and a number of students are further limited because of physical disabilities which confine them to their homes.

Secondly, there are two community based facilities in Middleton. The first, Wreath School, operates as a day school program for students with special needs. Most of the students are enrolled through Chapter 766 purchase of service agreements. These students have no library resources available through the school. Because of their learning needs they require specialized materials. The second, Rasta House, is a sheltered care facility supported by a federal grant through the Region 4 Association for Human Services. Rasta House is licensed for the residential care of sixteen residents between the ages of 14-18 for a maximum of 45 days. The residents are committed to the facility by the Court where they are detained until services such as day care, group care, residential treatment or foster care can be arranged.

While all of the target groups can generally use "traditional" library materials and services, their physical or living situation often limit their utilization of the resources at the library. Therefore, this project was developed to provide the target groups with the necessary materials and a delivery system designed for their needs.

PROJECT DESCRIPTION

The Flint Minibookmobile project has operated from the Flint Library. It utilizes materials from the library existing collection and those additionally needed materials purchased with grant funds. The materials have been distributed by a part-time library staff member using her own car. This method of delivery was established when the library previously experimented with homebound delivery. We found that it was more economical to pay mileage than to purchase or lease a vehicle.

When the project began, the library staff held meetings with the staffs of the two community based agencies, the community nurses and personnel from the Council on Aging to more accurately determine the types of additional materials that should be ordered. Based on these discussions, the library selected a small collection of large print books, cassettes and magazines for both the elderly and youth, and games and puzzles. The library supplemented its resources with materials from the Eastern Massachusetts Regional Library System. It was found that many of the services and materials selected for one group benefited all patrons of the Minibookmobile. Specifically, the Wreath School's student library needs in-

cluded high-interest-low-reader ability books, cassettes, large print books, films and filmstrips, recordings, current interest magazines. These materials are also of interest to homebound students and the residents of the DYS Shelter Care Facility.

A library staff member has been assigned to this project on a part-time basis. She spends five hours per week for 42 weeks and two hours per week during the summer weeks on this project. Most of her time has been spent outside of the library working directly with patrons.

The library staff member makes visits to the DYS Shelter Care Facility on a weekly basis because the residents are unable to come to the Flint Library. A library area is set-up where the residents can select from the assortment of AV materials, paperbacks, current magazines, jigsaw puzzles, games and art prints that have been brought by the Minibookmobile.

Visits are also made to homebound students that have been referred to the Minibookmobile by the local school department and/or the community nurse. These students are provided with recreational materials such as records, cassettes, puzzles, games and supplemental learning aids. However, the elderly are the largest group served by the project. They are served through home visits and are provided with a wide range of materials including newspapers, talking books, puzzles, cassettes, records, large print books and magazines.

We found three agencies that are most cooperative in identifying patrons and passing the word about the Minibookmobile. They are the Community Nurses, the school department, and the Council on Aging. The referrals from these groups supplement those received through our regular public relations program.

EVALUATION

The evaluation of this project has generally been conducted on an informal basis. A major component has been the comments and evaluations of the project director relating to the reactions of the target groups. For example, we found that the DYS Sheltered Care Facility residents were not interested in books but really appreciated the art prints, puzzles and games. Also the elderly were not interested in the magazines such as Yankee but wanted more current popular titles.

We held meetings with personnel from Rasta House and Wreath School to discuss the future development of the program. Several revisions were made in the project but the program received the strong endorsement of both administrations. Evaluative discussions were held with the Council on Aging and the elderly housing administration. They too were most supportive of the program. Other evaluation involved the analysis of the reading records for the homebound patrons. These records provided the library with a guide that can be used for future selection.

In addition, this project facilitated the development of a close working relationship between the library and the visiting nurses and the Council on Aging. This has resulted in the development of new projects between the groups and the continued referral of patrons to the Minibookmobile.

Lastly, the project has made an impact on the library's materials selection priority. An example being the broadening of the paperback collection and the establishment of "getting better boxes" for homebound children.

FUTURE

Because of the early positive evaluations, the Board of Trustees sought town monies to fund the continuation of this project. The Town has now budgeted monies for the salaries of the project director, including an increase in hours, mileage and materials. The library is looking forward to the continuation of this program because it has allowed them to more completely serve the total community.

LSCA

Community View

WHITINSVILLE SOCIAL LIBRARY
Northbridge, MA 01588
Telephone: (617) 234-2151

Contact Person: Russell Reeve
Amount of Grant: $3600.00

OBJECTIVES

The overall goal is to expand media service to all user groups but particularly elderly. To increase the awareness of video as a viable medium for the collecting and sharing of information pertinent to the local community.

BACKGROUND OF THE PROJECT

During the year prior to the project, a special effort was made to integrate non-print media into the library's collection and to increase the visibility of audio visual as an additional source of information and entertainment. Thus, the use of films was tripled, and recording collection and art slide collection were added to. Gradually, the public became more aware of the audio-visual resources the library had to offer. At the same time, the library became more involved with community agencies, by providing supportive service, to them.

Recognizing the need to serve the growing number of media users, some informal meetings and demonstrations of video equipment were held. These met with sufficient positive response to warrant the venture into a video project that would involve community programs directly.

PROJECT DESCRIPTION

The project provided community access to video equipment, together with training and some technical assistance in production. Accordingly, at least 9 three-hour workshops were conducted. Fifty persons representing 20 organizations attended. The training program was developed with the assistance of the video consultant from the Central Regional Public Library System. The project director and 2 other staff members received additional workshop training as well. No full time video staff was available.

Among those served by the program were such community agencies as police and fire departments, scouts, school committee, Council on Aging, roads and safety commission and the Northbridge Players. Some of these groups subsequently borrowed the equipment to make tapes about the activities of their organizations.

The series "Elderview" was borrowed from the Central Region's videotape library for viewing by groups of the elderly.

A video policy was drawn up indicating the rights and responsibilities of borrowers of the equipment. A portapak, one large and one small black and white monitor plus accessories made up the core of production equipment. Occasional editing was done at the Regional System Headquarters or at a nearby technical school with some volunteers.

EVALUATION

Statistical records have been kept on workshop attendance, equipment use and circulation. Questionnaires asking users about their satisfaction with the equipment were distributed. Feedback on the satisfaction of the workshop participants was verbal and informal.

The library found a bonus of the video project to be increased visibility in the community. Publicity about the project was plentiful both inside the library and in the public media and this seemed generally to benefit the library and its other programs as a whole.

LSCA

Video Artist in Residence

SOUTH HADLEY PUBLIC LIBRARY
Bardwell Street
South Hadley, MA 01075
Telephone: 413-532-1241

Contact Person: Constance Clancy
Amount of Grant: $3,195

OBJECTIVES

1. To provide the community with a visual record of a segment of South Hadley's historical heritage which would be produced with local input.
2. To offer the general public, as well as certain student groups, an opportunity to learn how to use video equipment, have access to it, plus make use of public access television.
3. To develop public awareness of the library's functions as a community video center and liaison to cable television.

BACKGROUND OF THE PROJECT

South Hadley was chosen to participate in the Artist-in-Residence program because of its commitment to video. The library had received previous grants utilizing video equipment for the benefit of residents. When the community constructed an addition to the building, a video studio was included.

PROJECT DESCRIPTION

The Artist-in-Residence program has been jointly funded by the Massachusetts Arts and Humanities Foundation and the Massachusetts Bureau of Library Extension. The purposes of the pro;ram are 1) to sensitize and train important sectors of the community in the positive role of the arts and artists in community life; 2) to promote programmatic activities in the Arts and non-print media in public libraries; 3) to provide a supportive environment for the artist to pursue work which enriches the host community and his own professional development; 4) to further the institutional goals of the host library and the two supporting state-level agencies.

The video studio, located in the main library, has been the focal point for the activities generated by this project. Workshops in the basic portapack were offered every week for four months resulting in seventy-five new borrowers certified as qualified to borrow the library equipment. Of these, over forty went on to take the studio and editing workshops. From among the core of advanced video people, a producers group was formed of individuals trained to handle the various functions of a television crew. With this group established, it became possible to initiate a weekly program on cable television. This show, *South Hadley Live*, has emanated from the public access studio located in the basement of the main library and has given people an opportunity to gain further practice and expertise in the use of video while bringing the library into people's homes via television.

Staff training has taken place on several levels. Everyone was kept aware of all facets of the project within the context of staff meetings. In addition, three staff members undertook to participate in the video workshops, plus a fourth who took the more accelerated video institute offered by the Bureau of Library Extension.

School projects have abounded. A tape was produced with a music teacher and her students which was replayed on a local commercial television show. A fourth grade "Heritage" project was initiated in

which the students learned all aspects of video production from the inception of the idea through to completion of a tape. Students selected the content and proceeded to become writers, directors, sound and camera personnel, talent and editors. They also made their own sets and costumes. The end result was a historical tape of local interest which became their entry in the Massachusetts Milestones of History contest. At another elementary school, 4th and 5th graders were given the same opportunity. Eighty children produced four ten minute skits which were shown at a Parent-Teachers meeting.

Two documentary tapes were produced within the context of this project. One dealt with the Connecticut River and its effect upon the development of South Hadley. The other was a history of the town meeting form of government from its inception through to its present form. The addition of a second major commissioned work, the Town Meeting documentary, was too much to undertake in a six month residency. As a result, both tapes are only now in the final edit stages. It is a credit to our video artist that she achieved so much in such a short period of time.

An advisory committee was formed to help determine the direction of the project and keep the communication lines open among the various participants. The committee consisted of a college history professor, a school principal, a teacher, the general manager of the cable company and the artist-in-residence.

Publicity included the use of newspapers, flyers, school public address system announcements, direct mailings, bulletin board displays, exhibits, plus public service announcements at both commercial and cable television stations.

An initial reception was held under the auspices of the Friends of the Libraries. Approximately fifty community and area people came to the library on a Sunday afternoon to meet Deborah Dorsey, the Visiting Artist-in-Residence. She set up two video games for them to participate in and a showcase tape was run to demonstrate some of her previous productions. A visiting artists series was arranged and funded by the Friends. Four programs including the Somerville Producers Group (discussing video and cable television), Ros Barron (video artist), Hera (sculptress) and Betsy Connors (video animator) were held.

A Western New England Video Show was developed by the video artist. Entries were submitted to her and after judging, the winning tapes were shown locally and at the Institute of Contemporary Art in Boston.

EVALUATION

Various kinds of data have been collected. In addition to the statistics mentioned earlier, circulation figures for the use of equipment showed an incredible increase. They rose from 863 in 1975 to 2,661 in 1976, but amounted to 4,466 during the internship period (the first 6 months of 1977). It should be noted that this accelerated use has continued and I anticipate the closing figures for the year will show over 300% increase in usage over the previous year.

The establishment and continuation of the Producers Group has proven that volunteers can be gathered and trained to become an effective body. *South Hadley Live* continues on a weekly basis with ample assistance. A feature of some programs has been inviting "call in" comments or questions. The results (an average of 3 or 4 calls answered within the short time alloted) indicate that there is an active and interested audience. Examples of the types of programs aired have been the Seabrook Nuclear Plan issue, a street musician, representatives from church and civic groups, a calligrapher, and government officials.

Questionnaires were distributed regularly to the advisory group. They solicited feedback on progress of the project, strengths and/or weakness which they noted, suggestions for changes or improvements plus any additional comments. Their satisfaction with the project results was unanimous. It was particularly noted by the group that "great gains were made in public awareness of video tape program production, availability of equipment, training and use as an art form." The regular meetings also resulted in an immeasurable number of suggestions, information, and contacts. The expertise of each member added immensely to the sucess.

Public service tapes for commercial television proved without a doubt the wide audience which that media enjoys. As an example, the tape announcing a Baby Sitting course at the library was partially responsible for such a heavy enrollment that it was necessary to schedule a second series to accommodate the overflow of registrants.

Final evaluation of the two documentary tapes cannot be completed until the final edits are completed, but it is fair to say that at this juncture both have developed as planned and I anticipate that both will be well received.

I have been very satisfied with the growth of our video program and activities over the course of the residency and with the continued expansion beyond that limited period. The increased usage of our facilities and equipment, cadre of volunteers, growing number of tapes and successful cable show are all indebted to the excellent job done by Deborah Dorsey.

LSCA

A Business of Your Own: Materials for the Small Business Person and the Working Public

SPRINGFIELD CITY LIBRARY
220 State Street
Springfield, MA 01103
Telephone: (413) 739-3871

Contact Person: Beth E. Wiedman
Amount of Grant: $6,200

OBJECTIVES

1. To act as a resource center for the business community, especially small and minority (primarily Hispanic) business people, and to provide vocational and job-finding materials for the general public.
2. To make the collection available for examination by other librarians in the area in order to assist them in developing a similar service.

BACKGROUND OF THE PROJECT

As a result of poor economic conditions and high unemployment, the library had been receiving an increasing number of inquiries for materials on how to set up a small business, enter the job market, and brush up on job skills. Business consulting organizations wanted to use the library as a resource, but found the collection inadequate. Although the library had an extensive business and occupational collection at one time, the materials had become outdated in some areas, were completely lacking in others, and in those areas in which the library had adequate subject coverage, it did not have sufficient copies to meet demands. The two business libraries in the city belonged to private companies and were not accessible to the general public.

PROJECT DESCRIPTION

Initial contact was made with organizations that work with individuals interested in establishing small businesses. Among the groups contacted were the Greater Springfield Chamber of Commerce, the Pioneer Valley Development Corporation, and the Service Corps of Retired Executives. They provided sound advice in areas of concern to the target group. During the early months of the project, library patrons who were identified as independent business men were questioned as to their business-related literature needs. Members of the reference staff identified areas where they knew the business collection was particularly poor.

While the emphasis was on the purchase of print materials which could be loaned, reference books and 16 mm films were also acquired. It was difficult, however, to find films of interest to small businesses, as most of them are "big business" oriented. We were pleased in the end to have found five films suitable for purchase.

A successful effort was made to publicize the project and materials purchased through the project, through local and regional newspapers, television interviews, business organizations; newsletter, library publications, and special business editions of the local newspaper.

EVALUATION

Since the main objective of the project was to better serve the small business community by strengthening the library's collection in business and occupational areas, it can be stated emphatically that this objective was achieved. The books have enjoyed a brisk circulation from the start and we can expect more interest after book lists are distributed. The most enjoyable part of the project was meeting with

individual library patrons and discussing their business literature needs. When a patron walked in covered with sawdust looking for books on managing a sawmill, it was obvious that the one book we had would not be enough and we needed to order more for this unique independent businessman.

Originally we had hoped to place questionnaires in all the newly acquired books in order to obtain user feedback, but this idea had to be abandoned because the books themselves were not received in time to provide any significant information before the project deadline. Circulation was highest for books covering the basics in business: starting and managing a small business, personnel, security, and writing. Although the 16mm films were not included in the library film catalog, circulation was high, particularly for the films on alcoholism on the job, and loss prevention at the cash register. The statistics reveal that the original target group for these films has not yet been reached; the greatest came from a local skills training center, nursing homes, and community centers. We hope this trend will be somewhat redirected by the inclusion of the films in the business reading list, and in a separate listing which is being prepared.

The intent of the exhibits in regional libraries was to make these materials available first-hand, but the delay in printing the reading lists tied up the books. We learned that it is not feasible to attempt a traveling exhibit unless it is composed completely of duplicate copies.

The library's collection has been strengthened considerably by this project, particularly for the independent businessman. With this in mind, I believe any future extension of the project should be directed towards materials for the working public. Even with twenty additional books on writing resumes, there is still never one to be found on the shelf.

The target group is being reached through wide distribution of the reading lists and publicity for the lists in the news media. The films and Spanish language books are included in the reading list, but separate lists of these items are being prepared and will be distributed to the target groups in the future.

LSCA

Bookmobile Service to the Underserved

WAREHAM FREE LIBRARY
75 High Street
Wareham, MA 02571
Telephone: (617) 295-2343
Contact Person: Barbara J. Cornish
Amount of Grant: $10,000

OBJECTIVES

1. To provide for the delivery of materials such as books, periodicals, records, large type books, Portuguese language materials, cassettes,tapes, and filmstrips, to underserved segments of the community, including housing for the elderly, housing subdivisions, nursing homes, beaches, apartment complexes, and those schools not now served by a school library.
2. To provide story hours for those children without access to the library.
3. To provide films and other programs for those without access to the library.
4. To provide special services and programs utilizing representatives from various town departments, such as the town nurse and social security representatives.

BACKGROUND OF THE PROJECT

When the bookmobile project was considered, the Wareham Free Library was undergoing a period of considerable growth. It was difficult to serve the whole community from the one facility located in the center of town, since the community was spread out over 36.68 square miles, and contained many isolated housing developments, mobile home parks, beach areas, and housing complexes for the elderly. No public transportation was available, making it impossible for many people to avail themselves of library services. The library had the additional problem of serving a community which has a 94.6% increase in population during the summer months.

Families with income under $3,000 comprised 9.8% of the population. Those with incomes of $3,000-$5,999 comprised 18.2%. The median income stood at $8,998. Since 14% of the population was over sixty-five, 25% were "economically disadvantaged" and 28.8% were children, and since during the years from 1971 through 1976, the town experienced a 42% increase in taxes, it was apparent that the community was unable to support the option of branch libraries.

Through examination of library records, it was also apparent that few borrowers were residents of outlying areas, the housing for the elderly, or the low-income housing.

PROJECT DESCRIPTION

The library's original plan called for a grant of $37,000 for the purchase of a new bookmobile to serve these neglected residents, plus an additional $6,552 to be provided from local funds for the salary of a driver/librarian. With an award of only $10,000 in LSCA funds, the project became a tremendous challenge when coupled with the risk of having to purchase a used vehicle and generator. The library trustees, director, and staff felt an enormous need for such a service, however, and began to seek ways of providing the extra funding needed.

The vehicle eventually purchased cost $11,000, with the Trustees providing the additional $1,000 over the amount of the grant. Cost being a prohibitive factor, it was decided to accept a rebuilt generator rather

than to purchase a new one for the vehicle. This proved to be one of the major errors in the project plan. The generator, taxed heavily in a bookmobile, did not perform suitably, and finally broke down completely. Many repairs were necessary until finally it was decided to purchase a new generator.

A positive response to the project brought a great deal of help in establishing a collection for the bookmobile. The Barth Foundation donated $3,000 for books. The local Lion's Club generously donated funds for the purchase of a large type collection and the Friends of the Wareham Free Library donated an additional $200 for the purchase of children's books.

Without funds to subscribe to a revolving book plan, it was decided that the library must rely heavily upon the Eastern Massachusetts Regional Public Library System depository in Taunton. With their willing assistance, a sizable collection was available on a rotating basis.

Originally it had been planned to transfer a staff member experienced in bookmobile service to the new position as Bookmobile Librarian; however, because the library had grown so much in the period following the grant application, it was determined that an additional staff member was needed to fill the new position. A Bookmobile Librarian was recruited and placed on staff some weeks prior to the time for service to begin in order to provide orientation and training. The individual chosen had some educational background in library science and some actual library experience; however, it was necessary for her to become acquainted with Wareham Free Library procedures so that some consistency in operation could be maintained. The new librarian also had the opportunity to help establish a collection and a route, and to prepare advance publicity.

The project received a great deal of attention in the press. Many articles and pictures were printed prior to the start of service and for some time after service had been established. The staff prepared flyers and various publicity ads for distribution. The Director and Bookmobile Librarian made visits to as many groups, clubs, and associations as possible to explain the services to be provided and to solicit assistance and response.

Two elementary schools in Wareham did not have libraries, so the bookmobile visited these institutions weekly. It also stopped at the nursing home and at all housing for the elderly projects. The library cooperated with the Council on Aging and provided a stop at Town Hall at a time when it was convenient for many senior citizens to be there.

EVALUATION

In carrying out the project, funds were always the big obstacle; the need was always apparent. All of our statistics and records pointed to it. We know who the borrowers were, and more importantly, who they were not.

Careful attention was given to the receptivity reflected in the coverage given the project in the press. Care was taken to record requests and inquiries. Comments were solicited on a regular basis. Circulation statistics and borrowers records were carefully monitored, both in regard to the bookmobile and the main library. Borrower registration went up 40%, with 30% of the increase credited to bookmobile registrations. Total circulation was up 35%. The main library's circulation continued to increase at a 15% rate.

Comments and compliments extended to us (both solicited and unsolicited), indicate that the new service has been well-received. We feel conclusively that those areas of the community previously underserved, are now receiving attention. There are still many needs to be met, but we have made an important start. It is particularly important to note the amount of cooperation the library has received from various agencies and interest groups in the community.

We look forward to fulfilling a role of increased usefulness to the community and feel confident that some permanent, valuable directions have been established. The library's commitment to the community is now clear. The community's commitment is equally clear in light of the full bookmobile budget being appropriated by Town Meeting vote at its annual meeting of 1977. The bookmobile budget is now an on-going feature of the total library budget. Capital outlay expenditures for the future include plans for the purchase of a new vehicle in 1981.

LSCA

Artist-in-Residence

WELLFLEET PUBLIC LIBRARY
Main Street, Box I
Wellfleet, MA 02667
Telephone: 617-349-6009
Contact Person: Joanne Burdick, Acting
Amount of Grant: $10,595

OBJECTIVES

To better serve the needs of library patrons and to broaden the horizons of total library service among all cooperating Lower Cape libraries by establishing the Wellfleet Public Library as a regional research for video.

BACKGROUND OF THE PROJECT

Wellfleet was chosen to participate in the Artist-in-Residence program because both the librarian and assistant librarian had training in video and many individuals as well as organized groups in the community had expressed an interest in exploiting the potential of video production.

PROJECT DESCRIPTION

The basic purposes in funding Artist-in-Residence projects are described in the introductory paragraph of the South Hadley project description to be found in this publication.

As a town library, the main goal has been to serve the population of the town as the residents see fit. One of the important processes occuring in the community is the attempt to define a community identity and to project a policy for town government in keeping with this identity. Individuals and groups have been using library resources to discover how other communities are coping with environmental problems, economic stress, etc. Video appeared to us to be a useful method of exploring local environmental problems, such as the filling of an eroding spit of land, the water level below the herring dike, the role the National Seashore plays in the possibilities for development, the renaissance of the oystering industry. Video, we believe, can help many people to articulate their desires to be creative without being articulate in traditional verbal and written ways. Many Wellfleeters already have a highly developed visual sense, since there is a comparatively high proportion of painters, and photographers in the community.

In order to make this program a reality the commitment of the library included the conversion of a library basement room into a workable studio.

The trustees also agreed to increase the librarian's hours of employment by 10 per week and to provide funds for a small resource collection of materials related to video.

To provide the necessary expertise, the library applied to the Massachusetts Arts and Humanities Foundation to obtain a video artist-in-residence for six months. The artist chosen would serve as a resource person and technical advisor to the library staff as well as travel to different schools and libraries to conduct workshops, give advice on current projects and assist with inter-agency cooperation. The artist also would complete a core commission for the Wellfleet Public Library which would be available to all participating agencies to show publicly.

The Wellfleet Video project began with a public reception for Mark Allen, the video artist. A great deal of advance publicity made the event the best attended winter social event the Town could remember. Townspeople met the artist and had an opportunity to examine the equipment first hand.

Wednesday evening workshops for adults, Saturday mornings for children, and Saturday afternoons for adolescents were scheduled for the next few months. All workshops were quickly filled, and the number of participants had to be limited throughout February and March. Representatives of all the afore-mentioned groups and many interested individuals made good use of the able teaching of Mark Allen. Along with workshops with various age groups, a core group of people interested in advanced video technique was formed to work on the Artist's core commission, a tape which would examine the use of publicly owned land in the Town.

A typical workshop covered introductory use of the portapak, care of cables and batteries, tips on good camera work, and a "hands on" demonstration of the equipment. A group of students with a portapak, microphones, etc., was a common sight in the streets of Wellfleet. Later editing workshops stressed the advanced production of tapes, and the more technical aspects of video production. Workshops for teachers were held at both the Wellfleet and Provincetown Elementary Schools, and teachers returned to the studio for further instruction. Lecture/demonstrations were given to the Friends of the Library group and to Cape Librarians attending a Subregional meeting of the Eastern Regional Public Library System, held at the Wellfleet Public Library. Sharing of tapes with other libraries gave Wellfleeters insights into the many uses of the medium, as well as a look at the scalloping and tuna fishing industries in Provincetown, boatbuilding in Osterville, and many other interesting topics.

EVALUATION

The Library and the entire Town of Wellfleet have benefited from the Video Project. The Library is offering a new service and an archival resource and has reconfirmed its standing as a vital town institution. Patrons who do not intend to use the equipment themselves are fascinated with the idea of being able to see past Town Meetings and local events, and are proud to be one of the first Cape communities with a Library which offers this service. Justifying the Video Project to all the people of the Town has never been the Library's goal. Just as any Library project or service is utilized and appreciated by a specific group of users, video resources may be fully utilized by only a small percentage of the population, but can be appreciated by a much larger number of residents.

The coordination of two grants, one for video equipment, and one for an Artist-in-Residence was seen as an extremely exciting and visible way to begin a Video Project in Wellfleet. Perhaps it would have been better, however, to have the artist come into a community where equipment had already been in use. The Artist-in-Residence at the Wellfleet Public Library spent valuable time in ordering and setting up equipment, as well as in training individuals with no video experience. Perhaps his energies would have been better utilized in offering creative and technical advice on projects already in progress. The later months of the residency were spent in this manner, and the Video Project sorely missed its mentor when the Residency ended.

LSCA

Library Service Center for the Hearing Impaired

WILBRAHAM PUBLIC LIBRARY
Crane Park Drive
Wilbraham, MA 01095
Telephone: 413-596-6142
Contact Persons; Paula Polk or Richard Starkey
Amount of Grant: $7,500.00

OBJECTIVES

1. To develop a materials collection including print and non-print items that will meet the needs of hearing-impaired children.
2. To develop methods of distributing these materials through the Center and other public libraries thus promoting access to hearing impaired children and their parents.
3. To promote understanding and awareness in the library community and among hearing persons of the needs of hearing impaired children.
4. To provide parents of hearing impaired children with basic resource materials.

BACKGROUND OF THE PROJECT

The original impetus for this project came after the staff surveyed the area and determined that there were no programs providing the special materials useful to the hearing impaired in Western Massachusetts. Furthermore, initial contacts with the Willie Ross School for the Deaf in Longmeadow indicated that there was a substantial population of hearing impaired children with few library resources. The original research for this project indicated that there were 108 children between the ages of 5 and 12 in the Pioneer Valley who could potentially use the resources provided by a Library Services Center for the Hearing Impaired. This figure increased when parents, educators and members of the community were included. Although our target group was the students of the Willie Ross School for the Deaf; we had extensive discussions with parents, educators and other service providers before finalizing our proposal. In these discussions, we found that there were few materials available to hearing impaired children through their school and/or public library. Many of the resources that were available were either dated or not necessarily appropriate to the hearing impaired child because of the children's limitations in the area of language and conceptual development. We also found that there was a shortage of informational and support publications for the parents of hearing impaired children. The library attempted to meet both of these needs through the development of the Library Service Center for the Hearing Impaired.

PROJECT DESCRIPTION

The Library Service Center for the Hearing Impaired is housed in a room on the main floor of the Wilbraham Public Library. Also housed in this room is our TTY. By establishing a separate area for the Center, we were able to have a visible but yet quiet area where the project materials can be utilized.

The Center for the Hearing Impaired contains captioned filmstrips, filmstrip viewers, book/cassette packages, cassette recorders, and head sets. Children's books, signed English books, and materials for adults and children explaining the subject of deafness and related topics are included in the collection. A small number of puppets and games are also available. Included in this section are materials on sign language. An ad hoc committee composed of parents and educators of deaf children and other service providers advised the library staff on materials selection and the implementation of the project. This group helped us to establish selection priorities and also to identify materials sources.

Because there are a limited number of hearing impaired children in Wilbraham, many of our project activities took place outside of the library including regularly scheduled story hours for the hearing-impaired class at Soule Road School in Wilbraham. Also our staff makes periodic visits to Willie Ross in Longmeadow to participate in story hours.

Many of the programs that we have conducted have been aimed at the hearing public to increase their awareness of deafness and the resources of the center. Programs of this type have included an open house for area residents and activities for deaf awareness week. As part of the project, we presented a program for the Children's Roundtable of Western Massachusetts and the Parent's Group at the Willie Ross School. Both of these presentations proved valuable for the groups and resulted in greater interest in the Center and its services.

We made several changes in budget, goals, activities, and schedule which were the result of additional study and information gathering. We found that there are relatively few standards on public library service to the hearing impaired which we could follow and few models within the Western Massachusetts library community for this type of services. We purchased limited quantities of new materials, in order to test their usefulness before we committed a large portion of our budget.

In our original budget we allotted more monies for toys, games and realia, and adult educational materials than was needed. The demand for toys and games proved to be limited, and the number of adult educational materials available for purchase was also limited. Thus, we are able to spend a larger amount on captioned filmstrips, high interest low vocabulary books and equipment.

The training of the Wilbraham library staff was conducted on an informal basis. The staff was given an opportunity to have experience using the materials, however, almost all project activities were conducted by two staff members. The participation of the staff is growing as the project materials and services receive more use.

The Center and its materials and services are publicized in a variety of ways: 1) news releases, 2) demonstrations to area organizations, 3) mailings to interested individuals and groups, 4) speaking engagements, 5) a workshop planned for Deaf Awareness Week, and 6) word of mouth.

In conclusion, our materials are being used by a wider audience than we had anticipated. Teachers and parents of hearing impaired handicapped children have expressed interest in the Center, and materials have been checked out to these groups.

EVALUATION

We have used several methods to evaluate the effectiveness of the Center including circulation statistics, written evaluations, periodic meetings of the advisory committee, and direct response to our program. We felt user and staff response was a valid evaluation in our situation. When interested individuals, teachers, librarians, and parents and their children visit the Center a staff member spends time explaining and answering questions. He or she also asks the visitor how they heard of the Center, and whether or not the Center meets the needs of their child or group. Time spent with the visitors varies from fifteen minutes to over an hour.

The Center has had the continued support and interest of all those involved. It has been an educational and rewarding experience for the library staff members who helped organize the project. In using the Center, the Teachers and librarians at Willie Ross have been able to supplement their programs as well as discover new materials. This was an unexpected but rewarding result of all our research. The children themselves have been excited with the materials that they are able to take home, and the parents have appreciated our efforts. Everyone in the project is continually expanding his knowledge.

The circulation statistics indicated that use of the Center is increasing. Requests for information show that knowledge and interest in the Center and materials is growing. Requests from other public libraries indicate the support we had counted on to make our project a success is occurring. Patron reaction to our staff and the Center has been positive. At the present time we have had no unexpected problems.

Publicity from the project has also elicited some community response. After a program held at the fall meeting of the Children's Roundtable of Western, Massachusetts, we received requests and the support of many public libraries in Western Massachusetts. As a result of several news releases we have received

requests for information from a variety of service agencies which work with special needs children who have some degree of hearing impairment, i.e., the Skinner Clinic in Holyoke, and the Berkshire Collaborative in Pittsfield.

The project has taken more research and hours than we originally anticipated, but staff support and interest have been more than adequate to organize and maintain the Center.

FUTURE

Interest and use of the Center is growing and should continue to grow. Our knowledge of potential users has expanded as groups have contacted us and visitors have given us names to contact. Our expectations are that interest and use of the Center will continue to expand. We have several local funding sources for additional or special materials. We will continue our efforts to publicize the Center. At an interval of six or twelve months we will make another evaluation of the needs and uses of the Center. We will also continue our efforts in informing area public libraries and citizens of the needs of the hearing impaired population.